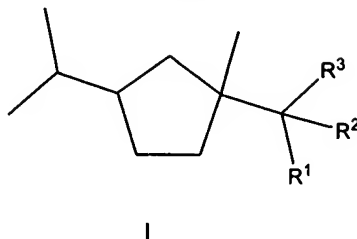


## Claims

1. The use of a compound of the formula I as fragrance,



wherein

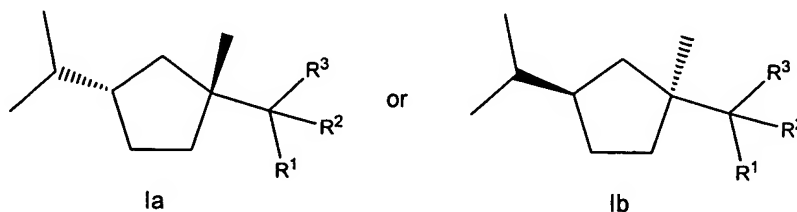
$R^1$  is hydrogen; or

$R^1$  and  $R^2$  are independently  $C_{2-8}$  alkyl,  $C_{2-8}$  alkenyl,  $C_{3-8}$  cycloalkyl,  $C_{3-8}$  cycloalkyl substituted with at least one  $C_{1-3}$  alkyl, aryl, or aryl group substituted with at least one  $C_{1-3}$  alkyl group;

$R^3$  is hydroxy,  $C_{1-8}$  alkoxy,  $C_{3-8}$  cycloalkoxy,  $C_{2-5}$  alkoxymethoxy, aryloxy, or aryloxy wherein the aromatic ring is substituted with  $C_{1-3}$  alkyl; or

$R^2$  and  $R^3$  form together with the carbon atom to which they are attached a carbonyl group.

2. The use of a compound according to claim 1 wherein the compound of formula I is enriched in one of its enantiomers of formula Ia or formula Ib

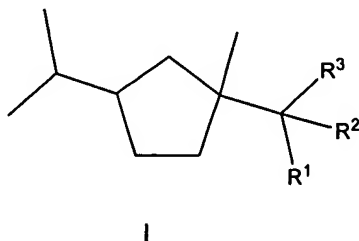


wherein  $R^1$ ,  $R^2$  and  $R^3$  have the same meaning as given in claim 1.

3. The use of a compound according to claim 1 selected from (1*R*, *cis*)-1-ethoxymethoxymethyl-3-isopropyl-1-methylcyclopentane, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-one, 1-[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-one, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pentan-1-one, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-ol, 1-[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-1-ol, 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pentan-1-ol, 2-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-2-ol, 2-[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]propan-2-ol,

2-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]butan-2-ol, 2-[(1*S*, *cis*)-3-isopropyl-1-methylcyclopentyl]butan-2-ol, 2-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pent-3-en-2-ol, 3-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]pentan-3-ol, and 1-[(1*R*, *cis*)-3-isopropyl-1-methylcyclopentyl]butan-1-ol.

4. The use of a compound as defined in one of the preceding claims in fragrance applications.
5. A fragrance application comprising a compound as defined in any of the preceding claims 1 - 3, or a mixture thereof.
6. A fragrance application according to claim 5 wherein the fragrance application is a perfume, household product, laundry product, body care product or cosmetic product.
7. A method of manufacturing a fragrance application, comprising the step of incorporating a compound of formula I as defined in claim 1, 2 and 3.
8. A compound of formula I



wherein

$R^1$  is hydrogen; or

$R^1$  and  $R^2$  are independently  $C_{2-8}$  alkyl,  $C_{2-8}$  alkenyl,  $C_{3-8}$  cycloalkyl,  $C_{3-8}$  cycloalkyl substituted with at least one  $C_{1-3}$  alkyl, aryl, or aryl group substituted with at least one  $C_{1-3}$  alkyl group;

$R^3$  is hydroxy,  $C_{1-8}$  alkoxy,  $C_{3-8}$  cycloalkoxy,  $C_{2-5}$  alkoxy, aryloxy, or aryloxy wherein the aromatic ring is substituted with  $C_{1-3}$  alkyl; or

$R^2$  and  $R^3$  form together with the carbon atom to which they are attached a carbonyl group;

with the proviso that if  $R^2$  and  $R^3$  form together with the carbon atom to which they are attached a carbonyl group, then  $R^1$  is not hydrogen or phenyl.